

**Five Physician Technology Adoption Trends You Need to Understand for 2008**  
**Manhattan Research to Host Complimentary Webcast on May 10**

NEW YORK, NY -- May 2, 2007 -- In order to reach today's physicians, marketers need to understand how physicians research medical information and which sources have the greatest impact on their treatment and prescribing decisions. Do you have the answers to key strategic marketing questions you need regarding U.S. physician technology trends? Did you know the use of certain clinical information sources has dropped by as much as 20% in the past two years?

**What:** "Taking the Pulse v7.0: Physicians and Emerging Information Technologies," a complimentary webcast hosted by Manhattan Research (for qualified business accounts only).

**When:** Thursday, May 10, 2007 at 11:00am and 3:00pm, EDT

**How:** Enroll online! <http://www.manhattanresearch.com/ttp.aspx>

**Who:** Session attendees will hear from Meredith Abreu, Vice President of Research for Manhattan Research

**Why:** Manhattan Research poses five strategic questions that product managers and marketers should be able to answer regarding physician technology adoption:

1. How many physicians are using the Internet during patient consultations?
2. What is the role of mobile devices such as iPods, MP3 players, tablet PCs, and PDAs for physicians?
3. Which offline information sources are physicians eschewing in favor of offline sources?
4. Are physicians interested in Web 2.0 technologies such as streaming video, blogs, podcasting and social networking?
5. Which activities do physicians prefer to conduct online versus offline with a rep?

**About *Taking the Pulse® v7.0***

*Taking the Pulse® v7.0* was conducted via random digit dial (RDD) telephone methodology in Q1 2007 with a nationally representative sample of 1,353 practicing U.S. physicians.

In addition to providing physician market trends, clients can further segment *Taking the Pulse® v7.0* to derive statistically relevant insight across the following specialties: Allergists, Cardiologists, Dermatologists, Emergency Medicine, Endocrinologists, Gastroenterologists, Surgeons, Hematology Oncologists, Infectious Disease Specialists, Medical Oncologists, Nephrologists, Neurologists, Obstetrics/Gynecologists (OB/GYNs), Ophthalmologists, Optometrists, Orthopedic Surgeons, Pediatricians, Primary Care Physicians (General Practice, Family Practice and Internal Medicine), Psychiatrists, Pulmonologists, Rheumatologists and Urologists.

**Manhattan Research Products and Services**

In addition to the physician study *Taking the Pulse®*, Manhattan Research conducts annual research studies among physicians and consumers, including *Taking the Pulse® Europe*, *Cybercitizen® Health*, *Cybercitizen® Health Europe*, *ePharma Consumer®*, and *ePharma Physician®*. Each study serves a unique purpose and focuses on different aspects of information technology adoption. Broad consumer and physician research is complemented by targeted analysis among more than 50 consumer therapeutic segments and 25 physician specialist segments.

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